

Social Media for Project Managers

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Objectives

- Define & explore modern social media/social computing
- Detail the main players
- Opportunities & challenges for PM
- Explore

Who am I?

- Joseph Guarino
- Working in IT/Business for last 15+ years
- CEO/Sr. IT consultant with my own firm
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What is Social Media?

A Conversation



Khalid Alnoor

Social Media

- Medium for interactive social interaction using communication technologies
- Internet is platform
- Participatory, community based, interactive
- User Generated Content

Key Concepts

- Community based
- Software fosters engagement and interaction
- Technology is merely a facilitatory tool

Key Concepts

Social Media is a Communications and
Collaboration Technology

Who uses Social Media Anyhow?!?

Social Media is King

- Social networks and blogs account for nearly 1/4 of all time online
- Americans spend more time on Facebook than any other U.S. website
- Social networking apps are the 3rd most used smart phone apps
- Internet users over the age of 55 are driving the growth of social computing via mobile

Nielsen Social Media Report Q3 2011

Social Software

Social Media is a Form of Social Software

Social Software

- Social software applications include communication tools and interactive tools.
- Communication tools typically handle the capturing, storing and presentation of communication, usually written but increasingly including audio and video as well. Interactive tools...
- They focus on establishing and maintaining a connection among users, facilitating the mechanics of conversation...

[Wikipedia](#)

Why Social Software

- Nature of modern workplace
- Distributed, dynamic teams
- Inside and outside organization
- Multi-language, timezone, cultural, etc

Changing Business Realities

- Changing Business Models
- Outsourcing
- Technology options are abundant and cost effective
- Realization that communication is vital and tools to facilitating it is a good idea

What is the primary value of social software?

Purpose of Social Software

- Ease communication
- Reduce costs
- Aggregate data and improve process
- Drive efficiency

Software has produced and evolution...

Social Business

A social business isn't just a company that has a Facebook page and a Twitter handle. A social business is one that embraces and cultivates a spirit of collaboration and community throughout its organization—both internally and externally.

IBM

3 Characteristics of Social Business

- **Engaged**—deeply connecting people, including customers, employees, and partners, to be involved in productive, efficient ways.
- **Transparent**—removing boundaries to information, experts and assets, helping people align every action to drive business results.
- **Nimble**—speeding up business with information and insight to anticipate and address evolving opportunities.

IBM

Who is using Social Software?

Huge Enterprise Market

- Enterprise Social Software to become a \$6.4 Billion Market in 2016
- Organizations will increase their spending on enterprise social collaboration software at a compound annual growth rate of 61 percent through 2016

Forrester

Local vs. Cloud Based (SaaS)

Many Options

- SaaS (Software as a Service)
- Locally Installed (Traditional Enterprise software)

Locally Installed Software

- More control
- Ownership of solution
- Potentially less expensive
- Potential competitive advantage
- Security is a known quantity

SaaS Benefits

- Potentially lower TCO
- CapEx to OpEx
- No need to “buy” licenses, hardware, maintain it, etc.
- Generally easier to deploy

SaaS Risks

- Compliance
- Regulatory issues
- Lack of deep insight into infrastructure
- Potential security headaches

Local Install Risks

- Can potentially cost more
- Manage everything yourself
- Complex to manage
- Software licensing hell (unless Open Source)

THE GREAT YAQUIS

A Guaranteed CURE
FOR
RHEUMATISM

WHETHER
ACUTE, CHRONIC,
SCIATIC, NEURALGIC
OR
INFLAMMATORY
50c a Bottle.



PREPARED FROM PURE
RATTLESNAKE OIL.

THE ONLY COMPANY IN
THE UNITED STATES
THAT MAKES THE
GENUINE
ARTICLE.
50c a Bottle.

SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, EARACHE, BACKACHE, SWELLINGS, SPRAINS, SORE CHEST, SWELLING OF THE THROAT, CONTRACTED CORDS AND MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS AND BRUISES.

It Quickly takes out the Soreness and Inflammation from Corns, Bunions, Insect and Reptile Bites.

The best External Preparation for BYCICLISTS and ATHLETES. It makes the Muscles supple and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS

Get Our Specially Prepared

PURE Rattlesnake Oil

WHAT A PROMINENT BUTCHER OF COTTAGE GROVE, OREGON, SAYS

The Yaquis Medicine Co., Dear Sirs:—Please send me by express, C. O. D., two bottles of your Rattlesnake Oil Liniment. I have used one bottle of the La-Cas-Ka and one of the Liniment and am nearly cured of my rheumatism. It did me more good than anything I have ever used. I want to keep a supply always on hand. Yours resp'tly,

W. H. BEAGLE.

THE YAQUIS MEDICINE COMPANY
SAN FRANCISCO, CAL. PORTLAND, OREGON.

Not a Panacea

- No one size fits all
- No panacea
- Do pilot software
- Test it, validate

Key ~~Social Media~~/Social Software

Social Media Software

Linked The image features the word "Linked" in a large, bold, black sans-serif font. To its right is the LinkedIn logo, which consists of a blue rounded square containing the lowercase letters "in" in white. The "i" has a white dot above it.

LinkedIn

- Best of breed in business social networking
- Fused resume, cover letter and references all in one.
- All the trappings of a social networking site but with solely a business focus.

LinkedIn Benefits to PM

- Builds community
- Great chance go get to know fellow team members, research partners, etc.
- Groups
- InMail

twitter

Twitter

- Micro blogging key with social features.
- Tweets are text based “posts” of 140 characters.
- Can subscribe to someone (follow) or get people to subscribe to you (get followers).
- Profile is open to public by default.

Twitter Benefits to PM

- Quick & near immediate communication
- Easy to use
- Archived

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font on a solid blue rectangular background. A registered trademark symbol (®) is located at the end of the word.

facebook®

Facebook

- One of the largest social networking sites with more than 600 million active users.
- Key features: Profile, add friends, exchange emails, photos, videos, etc.
- According to Social Media Today, as of 04/10 – 42% of Americans have a Facebook.
- Your Grandparents & your friends dog are...

Facebook Benefits to PM

- Social Networking
- Groups
- Status updates
- Mail
- IM, Video Calling (Skype)

The image shows the Google+ logo centered on a light gray rectangular background. The logo consists of the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) followed by a black plus sign (+).

Google +

- Most recent entrant to Social Networking space as of 06/28/11.
- G+ has nearly 50 million+ users
- Integrates social services of Google Profiles, and adds Circles, Hangouts and Sparks.
- Tight integration with all of Google's services.

G+ Benefits to PM

- Social networking
- Chat (IM)
- Hangouts – Video Chat for up to 9

Blogs

Blog

- Blog is a website management framework
- Bi-directional communication
- Nearly 150-200 million worldwide

Blog Benefits to PM

- Potentially easy mechanism for progress reports
- Bi-directional communication.
- Helpful in communicating, collecting feedback and forging relationships

Blog Examples

- **Wordpress** – Open source cms/website/blog management framework
- **Microsoft SharePoint/SharePoint Online (Office 365)**
- **Blogger**

Instant Messaging

- AKA IM or Chat
- Near real time communication
- Rich feature set beyond just sending text, links, attaching/sending files, VoIP, video conferencing
- Clients exist on all desktop OS's and devices

Instant Messaging

IM Benefits to PM

- Quick and easy communication
- Often the fastest method
- Ubiquitous
- Generally well understood

IM Examples

- Windows Live Messenger
- Microsoft Lync & Microsoft Lync Server
also available in Office 365/Live@edu
- OpenFire and Spark

Microblogging

Microblogging

- Blogging short style
- Ex. Twitter
- 140 characters at a time
- Timeline feature
- Exists in cloud and or enterprise form

Microblogging Benefits to PM

- Quick and easy communication
- Often faster than phone or email
- Threaded and archived

Podcasting Videocasting

Pod/Vid Casting

- Podcast – episodic audio content
- Video podcast – episodic video content

Pod/Vidcasting Benefits to PM

- Inexpensive and easy to create
- Great way to communicate
- Especially if video is preferred

Wikis

Wikis

- Web software that allow to to create, modify and update a website (wiki)
- Content is collaboratively created by a community
- Encourage social editing and evolving content

Wiki Examples

- MediaWiki
- SharePoint Foundation/
Sharepoint Server
- Socialtext

Wiki Benefits to PM

- Collaborative content creation
- Light knowledge base
- Archived and available

Collaboration Software Suites

Collaboration Suites

- Allows individuals to collaborate in a coordinated way – aided by software
- Much improvement over traditional file shares and email attachments
- Mix of local, network/Internet enabled applications

Collaboration Software Ex.

- Microsoft SharePoint 2010
- Platform of web technologies that can be built into many things
- Build collaborative work spaces, content management, document management, websites, blogs, wikis, etc.
- Social computing features

Collaboration Software Ex.

- IBM Connections
- Feature rich and as configurable as MS Sharepoint
- Communities, Wiki, Files, Blogs, Websites, etc.
- Alfresco

True Enterprise Social Platforms

Enterprise Social Software

- www.salesforce.com/chat/
- www.yammer.com
- www.jivesoftware.com
- www.socialtext.com
- www.telligent.com
- www.microsoft.com/en-us/office365/
- www.google.com/enterprise/apps/business/

What Can You do to Explore the Options of Social Software?

Some Rules of Successful Use

Social Media Policy

- Much like an Acceptable Use Policy sets guidelines for how technology is used by employees in your company
- Should be concise and clear
- Employees should be required to read and sign it

Social Media Policy

- Establish guidelines of use that explain:
 - Give a clear focus and purpose
 - How to exercise good judgement
 - IP (Copyright, Trademarks, etc.)
 - Dealing with confidential and proprietary info
 - Security issues

Training is Vital

- We can't expect adoption without education
- Use social media itself

Common Barriers

- Technology literacy
- Teams often work “outside” the tool(s)
- Feature Bloat
- Lack of clear process

Social Software...

- Heterogeneous communication methods and tools
- An opportunity

Powerful Promise

Thank You PMI Mass Bay!
=)

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<http://network.evolutionaryit.com>

This presentation and many others available at:
<http://www.evolutionaryit.com/about/media-archive/>